

# Bogota City of Music

## 2012 - 2017 Report



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2012



## Executive Summary

Bogota was appointed as UNESCO City of Music in march 2012. Located in the heart of Colombia, with a population close to 9 million inhabitants, Bogota has faced the challenges of growth that are common to other Latin American cities, also facing particular troublesome conditions that have been overcome in the past decades through strategies based on the recognition of culture as a prime driver of citizens' behaviors and initiatives.

Entering the UNESCO Creative Cities Network has supported the City's previous awareness of music as a strong factor for identity among a highly diverse population, with an evident potential for economic growth, and clearly a permanent source for pleasure, well being and quality of life.

Following the Network's objectives, on behalf of the City Government, in 2013 Bogota started an ambitious Music education program run by the City Arts Institute, Idartes, and the Bogota Philharmonic Orchestra, that is reaching 39,000 students of the public school system, in an effort to bring music to the whole population, in the spirit of enforcing cultural rights and of generating better audiences and artists for the future.

Strengthening of Festivales al Parque, the two - decade public program which responds to the city's diversity with large scale free open air concerts of rock, jazz, hip hop, salsa, opera and Colombian music, has matched with the surge of private such as Estereo Picnic, one of the three main festivals opening the Latin American season, and several others featuring reggae, classical, electronic, alternative and world music, accounting for a live music scene in permanent activity, with audiences for almost every musical expression, positioning Bogota as a visible stage in the international music touring circuits. National regulation incentives implemented in 2011 enhanced growth in the local production of live music, in which Bogota represents up to 53% of the national income generation. Figures for recorded music also position Bogota as the generator of 52% of the national income.

In the public - private alliance that intends to position Bogota as a City of Music, the Bogota Chamber of Commerce (BCC) has been the strongest and most relevant partner and actor from the private sector. The BCC has worked with the cultural and creative industries to support their contribution to the economic development of the Bogota City-Region through leading initiatives such as the Bogota Music Market (BoMM), started in 2012, which generates an estimated US\$ 2 million in sales, and the City of Music Cluster initiative launched in 2015. Strengthening of local music and positioning of Bogota as an international stage, are the shared goals of this public - private alliance.

In the interest of gathering information about the economy of the music sector, the City Government and the Chamber of Commerce started pilot measurements of the City's music economy in 2015, which led to developing a City Satellite Account for Culture that will provide the information and data needed for monitoring the culture sector's economic performance and development.

Belonging to the UNESCO Creative Cities Network has provided the leading route to integrate cultural, social and economic actors, to bring awareness to culture and the arts as part of the City's driving forces. The Network also opened Bogota to a community of cities supporting each other with a repertoire of experiences and solutions in which our city also contributes its knowledge.

In the 5 years passed since Bogota entered the Network, the City has become one of the main emerging music centers of Latin America, a cultural leader, generator of jobs and tourism, and a partner for knowledge and cooperation as a member of the UCCN.

Cover image:  
*Teatro Mayor Julio Mario Santodomingo, Bogota*

## General Information

Name of the city:	Bogotá D.C.
Country:	Colombia
Creative field of designation:	Music
Date of designation:	7th March 2012
Date of submission of the current report:	30th December 2017
Entity responsible for the report:	Alcaldía Mayor de Bogotá, D.C. Secretaría de Cultura, Recreación y Deporte
Previous reports submitted and dates:	No previous reports submitted
Focal points of contact:	María Claudia López Sorzano Secretaria del Despacho Secretaría de Cultura, Recreación y Deporte Alcaldía Mayor de Bogotá maria.lopez@scrd.gov.co  Paola Vives Baquero Asesora del Despacho Secretaría de Cultura, Recreación y Deporte Alcaldía Mayor de Bogotá paola.vives@scrd.gov.co  Juan Luis Restrepo Viana Proyecto Ciudad de la Música - Gerencia de Música Instituto Distrital de las Artes - Idartes juan.restrepo@idartes.gov.co





# Contribution to the Network's Global Management

## UCCN annual meetings attended:

Since there has been no previous monitoring report, all participations since designation are reported below, for a 5-year period.

**Montreal (May 2012)**  
UCCN Annual General Meeting

**Bologna (September 2013)**  
UCCN Annual General Meeting

**Chengdu (October 2014)**  
UCCN Annual General Meeting

**Enghien les Bains (July 2017)**  
UCCN Annual General Meeting  
Bogota participated presenting one of the case studies of the Transversal Workshop 'Public spaces: regenerating the urban areas through cultural and creative industries'.

Other UCCN meetings attended:

**Beijing (October 2013)**  
UNESCO Creative Cities Summit

**Glasgow (January 2015)**  
UCCN Music Cluster Meeting (Celtic Connections Festival)

**Katowice (October 2017)**  
UCCN Music Cluster Meeting (WOMEX 2017)

## Hosting of a UCCN annual meeting:

No UCCN annual meetings hosted.

## Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives:

**Bogota (September 2012)**  
UCCN Music Cluster Meeting, hosted Music cities: Bologna, Ghent, Glasgow, Sevilla.

## Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network:

**Bogota (November 2015)**  
Foro 'Pulsaciones, Música en la Ciudad'  
Hosted Music cities: Mannheim, Medellín.

**Bogota (October 2016)**  
Seminario 'Música y Transformación social'  
Hosted Music cities: Salvador, Kingston, Medellín

## Financial and/or in-kind support provided to UNESCO's Secretariat in order to ensure the management, communication and visibility of the UCCN

No financial or in-kind support has been provided by the City to this date. In 2013 and 2014 Bogota participated actively with the Music Cluster cities in the discussion and construction of the UCCN Mission Statement, Statutes, Membership Guidelines and proposals for the possible creation of a UCCN Secretariat.

## Membership of the Steering Group and period:

No participation as a member of the Steering Group to this date.

## Participation in the evaluation of applications

**2015 - Two cities evaluated.**

In this first year of participation of the Creative Cities in the evaluation process, as a longer standing member, Bogota was appointed in depth evaluation of two cities, submitted for general Cluster discussion before submission of selected candidates to UNESCO through the Network Coordinator.

**2017 - One city evaluated.**

Having 20 submissions and 19 member cities, Cluster members agree to evaluate at least one city in depth. Bogota evaluated one city.



Above: UCCN Music Cluster Meeting Bogota 2012: Bogota, Bologna, Gent, Glasgow, Sevilla,

# Major initiatives implemented at the local level to achieve the objectives of the UCCN

## Making creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society

Bogota's intention to enter the UCCN was the result of two initiatives: one led by the city's Culture sector, seeking to include Bogota in international networks of cities promoting culture as a pillar of human development -such as UCLG or UCCI-, and the other led by public and private institutions involved in the city marketing strategy, which identified creative industries and creativity as strong competitive factors of Bogota within the Latin American region.

Once Bogota was admitted in the Network in 2012, this joint cultural/economical approach has developed into a close partnership between the Culture sector of the City Government, led by the Secretary of Culture, Recreation and Sport (SCRD) with its adscribed institutions, and the private sector represented in the Bogota Chamber of Commerce (BCC), with 694.000 affiliated enterprises.

Both sectors have integrated Music in policies and longer term strategic planning, both have worked to design a coherent set of directions and strategies with shared goals, and both have taken strong actions following these common interests, working together in key projects.

Participation of the BCC resulted in the creation of the Bogota City of Music Cluster initiative in 2015, in which the City Government participates as member of the Executive Committee, through the UCCN City of Music Program. This alliance has delivered shared projects such as:

- Observatorium of Music Economy, for the research and measurement of the City's music economy.
- Updating and streamlining of local regulations affecting live music performances and night time economy.
- Joint participation in projects for national and international promotion of the City's music scene and services, and City missions for participation of local artists and promoters in international music markets.

Projects and actions are described in the following sections.

## Strengthening the creation, production, distribution and enjoyment of cultural goods and services and fostering the creative economy

### Bogota City of Music Cluster

The City of Music Cluster initiative was launched by BCC in 2015, among 13 cluster initiatives for key economic sectors. It aims to improve the competitive environment for the music industry, around four strategic areas: Human talent, research and innovation, regulation and promotion. The Cluster Initiative provides a neutral environment where business leaders, government, support entities and academia work collaboratively to position Bogota as the 'Music City' of Latin America, focusing on live music and the development of the night-time economy. The Cluster works to provide economic information of the sector, to propose strategies for positioning Bogota as a City of Music, to address skills gaps and to improve knowledge about industry regulations. The Cluster currently includes 200 active participants, and aims at reaching the 1,633 registered companies working in the City's music industry and provides consultancy for capacity building in the local music business sector.

Online information:  
<https://www.ccb.org.co/Clusters/Cluster-de-Musica>

### International music promotion strategy

As part of the City Branding / City Marketing Strategy, the City of Music project has joined the City promotion agency -Invest in Bogota, the Bogota Chamber of Commerce, and the Colombian Ministry of Culture for participation of Bogota artists and music business agents in international music markets, such SXSW (Austin, Texas), 2015 - 2016, WOMEX 2015 - 2017 (Budapest, Santiago de Compostela, Katowice), MaMA (Paris) 2016 - 2017, BIME (Bilbao) 2017, MAPAS (Tenerife) 2017, and Circularart (Medellín) 2014 - 2017. Participation is done under the Bogota City of Music Brand. The project works on the design of a longer term strategy in alliance with the Colombian Ministry of Culture and the afore mentioned partners.

### DC en Vivo

Bogota adopted restrictions to late night entertainment activity in the decades of 1980 and 1990, seeking to reduce violence and improve citizen safety. Even though violence statistics dropped dramatically, restrictions were kept, causing night time activity of live music to fall drastically. To address this situation, the Bogota Arts Institute - Idartes, created DC en Vivo in 2013, a program for stimulating live music in venues, through strategies which include networking, promotion, information and advocacy for bars and clubs that program live music periodically. The program opened way for collaboration between the City Culture, Economy and Tourism sectors, the Chamber of Commerce and the National Bar Association, around common goals, such as monitoring the economic impact of this activity, generating better conditions and standards for the city's night time music scene, and strengthening of the City of Music Brand by generating safe and attractive music tourism circuits for the enjoyment of Bogota's highly diverse music offer.

Online information:  
<http://www.dcenvivo.gov.co>

### Bogota Music Market (BoMM)

Following the UNESCO designation in 2012, in an effort to create a platform for the promotion of local music artists and projects, the BCC started the Bogota Music Market (BoMM), which in 2017 reached its 7th consecutive annual version, consolidating as the largest music market in the country and one of the most visible in Latin America. From 2018, the City Government will partner with the Chamber of Commerce in the financing and management of the Music Market. In its 2017 version, the Market included 183 national and international buyers, 25 showcases, 20 talks and conferences (Bomm Labs), more than 3000 business meetings and an estimated generation of USD \$2 million in sales.

Online information:  
<https://www.bogotamusicmarket.com>





## Improving access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals, including women and youth

### Festivales al Parque: Public Music Festival Program:

The Bogota City Government has been promoting its festival program Festivales al Parque for the last two decades. It responds to the City's multicultural population with large scale free open air concerts of rock, jazz, hip hop, salsa, opera and Colombian music. Though the program was not generated by the City of Music project, it has been integrated as one of the strongest and most successful music projects Bogota has developed to promote local talent and to provide the population with open access to diverse musical expressions. The program is run by the Bogota Arts Institute – Idartes-, and the Bogota Philharmonic Orchestra (OFB). This experience is a possible subject of knowledge transfer to fellow cities in the region. The Festivals, which annually attract around 400.000 participants, are one of the most powerful spaces for awareness of the City of Music Brand and of the citizen culture programs oriented to involve live music in public spaces as a landmark practice in Bogota.

Online information:  
<http://festivalesalparque.gov.co>



### Music education integrated into the Public School System

The participation process undertaken to create the City Music Plan since 2012 pointed out to low social recognition of musical practices among the citizens as one of the deepest problems for the development of the music sector, and to the fact that there were no music (and arts) education programs in public schools, as an evidence of unequal conditions for democratic access to culture among the largest part of the population.

Since december 2012, Bogota City Government started the implementation of an Arts Education program aiming to provide the students in the cities' public schools (372 institutions hosting 900.000 students) with the opportunity of free high quality musical training and practice as a part of their education process. Musical training is done both within school premises, and in Local Arts Centers - CREA, where music and arts training are also available to resident children and youth who do not belong to the public school system. The program is run by the Bogota Arts Institute – Idartes-, and the Bogota Philharmonic Orchestra, and managed to benefit 35.000 students in 2017 with the music programs, and almost 60.000 additional students in other artistic disciplines, which include dance, drama, plastic arts, audiovisual arts, creative writing and digital arts.

Online information:  
<http://www.crea.gov.co>  
<http://filarmonicabogota.gov.co/>



### Festival Internacional de Música Clásica de Bogotá

Responding to the designation as UNESCO City of Music, the City's Teatro Mayor Julio Mario Santo-Domingo, the most relevant public - private alliance for live arts in Bogota, designed and launched in 2013 the Bogota International Classical Music Festival, a large scale event to be held biannually on uneven numbered years during the Easter Week, alternating with Bogota's massive Festival Iberoamericano de Teatro which is held in the same week on even numbered years since 1988.

The Festival aims to create new audiences for classical music, through ambitious programming of more than 50 concerts in 20 theaters around the city during 4 days of the Holy Week. With affordable ticket prices (starting from US\$ 3.00), clear thematic programming (a composer or a particular period of music history) and notorious artists (international guest soloists, chamber ensembles and Symphony Orchestras, alternating with colombian classical music artists and ensembles), the Festival achieved a very strong audience activation -specially of young audiences- in a City where classical music is not one of the preferred music genres: average attendance of 40.000 per version and ticket sales reaching 85% of the total venue capacity show.

Online information:  
<https://www.teatromayor.org/temporada/2017/rusia-romantica>



### Bogota Philharmonic Orchestra Youth Ensembles

Founded in 1967 with a strong social mission, the Bogota Philharmonic Orchestra (OFB) is the city's public orchestra, and is the Country's main and largest professional Orchestra, adscribed to the Secretary of Culture.

In 2013 the Orchestra created four high quality youth ensembles: the Bogota Youth Philharmonic Orchestra, the Youth Philharmonic Chamber Orchestra, the Youth Philharmonic Choir and the Youth Philharmonic Windband, intending to strengthen the institution's social outreach and to provide young graduate musicians with a first professional job opportunity,

The orchestra hires 160 young musicians, 18 to 26 years old, with a professional music title, through open competitions for yearly season contracts. In 2017, the ensembles performed a total of 534 concerts throughout the city, giving priority to areas and communities with limited access to live arts performances.

Besides the members of the Orchestra and of the Youth ensembles, the OFB hired 415 music teachers, thus becoming the largest employer of professional musicians in the country.

Online information:  
<https://filarmonicabogota.gov.co>





## Developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector

### Plantario

Started with the designation in 2012 and reaching its 6th version in 2017, Plantario is an annual music business seminar developed by Idartes, the Bogota Arts Institute. Designed as a lab for collaborative work and knowledge exchange between professionals of the Colombian music business and emerging musical entrepreneurs and projects, works on real – life local situations and conditions. The project responds to lack of specialized music business programs in universities, business schools and other institutions. This successful Seminar gathers 300 to 600 candidates a year, and provides free 100 hour workshop and conference training to 40 projects selected through an open call.

Online information:  
<https://www.lloronarecords.com/projects/plantario/>

## Smart Specialization Strategy (RIS3)



## Integrating culture and creativity into local development strategies and plans

### Strategic City Music Plan

On being appointed as a member of the UNESCO Network, the Bogota City Government included the priority project 'Creative City of Music' in its 2012 - 2016 City Development Plan, designating the Secretary of Culture, Recreation and Sports (SCRD) as Focus point and responsible for leading the City's public institutions in the development of actions to fulfill the Network objectives. From 2012 to 2014, a participation process involving 320 representatives of 18 different music sectors was carried in the design of the bases for a City Music Plan to enhance music networks in the City and maximize the positive impact of music in the City's economic, social and cultural development.

Efforts in 2014 to 2017 concentrated on gathering statistics and economic information as a base for decision making, in alliance with the BCC. Seeking exchange of relevant experiences with other cities from within and outside the UCCN, Bogota started a Pulsaciones forum, described in the next chapter. The Strategic Plan will be adopted in 2018.

### Music in the Smart Specialization Strategy Bogota – Region

City Secretary for Planning, the Bogota Chamber of Commerce and Associations of Financial and Industrial sectors developed the Bogota Smart Specialization Strategy, launched in 2016 as a public – private guideline for the competitive development of the City region in the next decades. Creativity was included as one of the five areas of specialization for the City, and Music was chosen as a key sector to develop, being transversal to most areas of the creative economy.

Online information:  
<https://www.ccb.org.co/Transformar-Bogota/Especializacion-Inteligente-Bogota-Region/Areas-de-especializacion>

## Forum 'Pulsaciones: Música en la Ciudad'

Started in 2014 within the City of Music project, the Forum is an open space for dialogue between public and private actors around policies for music in cities, inviting relevant City experiences as a reference of good practices in the management of music's impact on development.

The 2014 and 2015 Forums addressed the economic dimension for music policies in cities, considering regulation, promotion, circulation and organization issues. Invited speakers and experiences involved economic measurement as a tool for planning and decision making in the music sector from Australia. The Mannheim Music Cluster and the Latin American experience of the Uruguay Music Cluster were invited as references as for a future Bogota Music Cluster. Other experiences were London based organization Sound Diplomacy presenting their Music Cities Convention and Brasil's Difusa Fronteira, networking organization seeking integration between Brasil and Latin America through strengthening of live arts circuits.

The 2016 Forum had two stages, along important international meetings held in Bogota: MICSUR (Mercado de Industrias Culturales del Sur) and UCLG 5th Annual Summit. Speakers presented experiences in policy making: Music Canada, presenting the 'Mastering of a Music City' report in which Bogota participated, and Sound Diplomacy's on 24 hour cities. The 2017 Forum was a part of the Bogota – Lyon exchange described in the following section, and focused on Lyon's local and national policies supporting of innovative music spaces.



## Improving awareness-raising on the UCCN and the role of culture and creativity in sustainable urban development and supporting research and analysis in this particular field

### Observatorium for the Economy of Music

Based on the experience of Australian cities, the City of Music project at the Secretary of Culture and the Chamber of Commerce Cluster started an initiative to measure the City's music economy in 2015, managing to identify information sources and provide a first measurement of production in live and recorded music, consumption, music genre preferences, among other relevant information, both for the City and for the country, which allows to have a clearer idea of the impact of Bogota as a center of music production and consumption in Colombia. Public reports for 2016 and 2017 are published in interactive graphs online:

<https://www.ccb.org.co/Clusters/Cluster-de-Musica/Sobre-el-Cluster/Economia-de-la-musica-en-Bogota>

### Bogota Satellite Account for Culture

The above mentioned pilot measurement project in music raised interest in the measurement of the economy of other sectors, and for the 2016 – 2020 City Development Plan, the Secretary of Culture included the goal of creating a City Satellite Account for Culture, which will start with measurement of the music, film and publishing sectors in 2017 and 2018, and expand to the rest of the creative industries to 2019. Statistic gathering and processing has been done throughout 2017.

Left: Forum Pulsaciones 2017, Bogota

# Major initiatives implemented through inter-city cooperation to achieve the objectives of the UCCN

As stated in previous sections, considering there are no previous monitoring reports, actions are reported since 2012, year of designation, for a 5-year term, in the lines of action included in the Mission Statement.

## Sharing experiences, knowledge and best practices

The process leading to the design of the City Music Plan showed the urgent need for the City to collect and analyze information about the City's music economy and seek relationship with UCCN member cities and other City networks that can provide relevant experiences in economic measurement of music, and in tackling urban development matters through musical activity as a driver for urban development, economic growth, competitiveness and tourism generation.

On the other hand, the City has been developing a strong program for reinforcing the role of arts and artistic practices as part of the population's right to expression and identity, and it is around this subject that Bogota has intended to share its experience with other cities, in Europe, South and Central America, and with the main Colombian cities.

Due to the fact that Bogota has urban and population characteristics that make it different from most of the other member cities (more than 8 million inhabitants), and thanks to the networking possibilities provided by other member cities (such as Glasgow and Mannheim), the City has been actively exchanging information and experiences with cities within and outside the network, which have policies and strategies which are relevant to Bogota's conditions.

Thus, Bogota participated in the study 'The Mastering of a Music City', led by Toronto - based organization Music Canada, a toolbox of strategies for cities willing to support musical activity as a motor of urban development. This experience led to further collaboration and exchange with the cities of Austin, Toronto and Edinburgh, among others, and led to contact with the activities led by London based consulting agency Sound Diplomacy, such as the annual Music Cities Convention, Music Tourism Convention, and Guide to Night Time Economy.

In 2016 and 2017, closer contact with Medellin, Salvador and Kingston, the American cities in the Music Network, has led to a formal cooperation agreement between Bogota and Kingston for Bogota to provide support in the development of a City Satellite Account for Culture. The project will be included in the formal agreements of the next Jamaica - Colombia Binational Commission to meet in early 2018.

To foster this exchange, the City of Music project has worked together with the City Marketing Strategy to involve discussion around policies for music cities in major international forums and meetings being attracted to the City, and has developed its own line of exchange events, the Forum Pulsaciones, which was described in a previous section.

Main actions undertaken in this line are:

## 2014 ISPA Annual Congress

Bogota hosted the annual 2014 International Society for the Performing Arts Congress, in which participation of Creative cities resulted in networking and exchange agreements with Edinburgh (City of Literature), Glasgow and Ghent (Cities of Music).

## 2014 – 2017 Foro Pulsaciones, Música en la Ciudad

Hosted by the Bogota Secretary of Culture, Recreation and Sport and the Bogota Arts Institute – Idartes through the City of Music project, and with the Colombian Ministry of Culture, as described in a previous chapter, the Forum has involved experiences from the Australian National Arts Council, experiences on music regulations in the cities of Melbourne (City of Literature), Sydney (City of Film) and Adelaide (City of Music), the Uruguay Music Cluster, Mannheim (City of Music) Music Cluster, the Cities of Toronto and Austin. Bogota has summoned other Colombian Cities such as Medellín (which became City of Music in 2015), Barranquilla and Cali, interested to enter the Network in the Music and Film Fields.

## 2016 UCLG (United Cities and Local Governments) Annual Summit

Conferences and workshops of the 2016 Pulsaciones Forum were held as part of the Summit, involving the experiences of Toronto, Austin, and Sound Diplomacy.



Right: Music and Social Transformation International Seminar Bogota 2016

## 2016 MICSUR (Mercado de Industrias Culturales del Sur)

Conferences and workshops of the 2016 Pulsaciones Forum were held as part of the Market, involving invited government officials, music professionals and promoters of 12 Colombian Cities.

## 2016 Seminario Internacional Música y Transformación Social

International seminar on experiences and evidences of the impact of music, the arts and culture in dealing with the social transformations needed for general recovery after conflict situations. Organized by Batuta Foundation, supported by the Secretary of Culture, Recreation and Sport, Bogota Arts Institute and Ministry of Culture. 50 experiences from 14 countries: England, India, Northern Ireland, USA, Ireland, Afghanistan, South Africa, Cambodia, Brasil, Colombia, Chile, Rwanda, Paraguay and Ecuador, in a three day seminar the conferences, workshops and round tables. Medellin, Salvador and Kingston were invited to attend the Seminar and participate actively in all the activities. The Seminar started project Puentes, which intends to develop permanent collaboration actions between visiting initiatives and local projects.

Video memories of the entire Seminar available in Batuta Foundation's Youtube Channel: <https://www.youtube.com/user/Batutaprensa>





## Professional and artistic exchange

Until 2014, the Network only had four cities apart from Bogota, all located in Central and Western Europe, and until 2015 Colombian citizens were required a Visa for entering Schengen space. These conditions were not very favorable for the exchange of ensembles and musicians, which was the common practice of the other active Network cities.

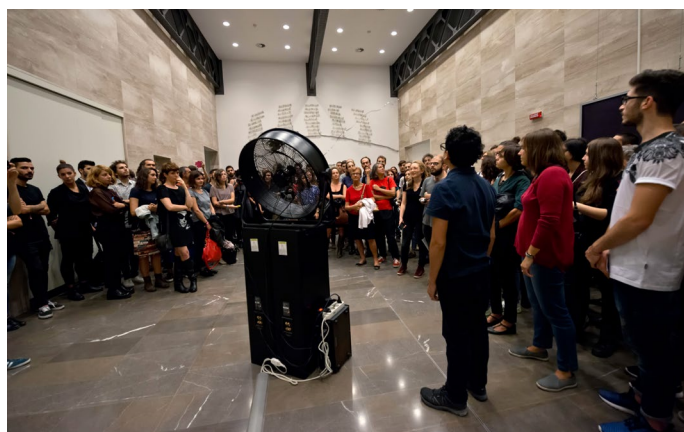
Nevertheless, exchange of artists and professionals, and participation in their UCCN initiatives was managed in that period:

### Glasgow (City of Music), 2012

Invitation to Music Psychology specialist Raymond McDonald to Seminar on Musical Identities organized by the Bogota District University (Universidad Distrital Francisco José de Caldas). Invitation for Glasgow music professional and promoter Geoff Ellis, curator and organizer of T in the Park Festival, as speaker and buyer in the first edition of Bogota Music Market.

### Shenzhen (City of Design), 2013

Bogota participated in the Shenzhen 2013 Design Award for Young Talents, open for all UCCN cities with 154 participating projects. The Colombian Academic Design Network (RAD), made a local open call for selecting of a project to be presented in the Students category. The selected project, 'Palomino: Society under construction', focused on design for sustainability in rural communities, was awarded with one of the four New Star prizes for the Student category.



### Glasgow (City of Music), 2014

Open call and grant for a Bogota music band to perform in Glasgow venues. The winner band, Pulenta, linked performances in Glasgow venues with a short UK Tour involving London and other British cities.

### Bologna (City of Music) 2014 – 2015 Artistic Exchange

Supported in open calls from both cities, Bogota artist Icaro Zorbar was invited for a creative residence and artistic project with Bologna students in the 2014 RoBot Festival. Video available online: <https://vimeo.com/120780780>

In exchange, RoBot Festival curator Federica Patti visited Bogota to participate in the Curatorial Intensive program in 2015.

### Mannheim (City of Music), 2014 – 2015 Hip Hop Linkup

Through previous contact between City of Music programs in both cities, and following Mannheim's participation in the Forum Pulsaciones in 2015, Hip Hop artists Bhustak and Macumba, from Bogota, participated in the seminar At the Boundaries of Sound in Mannheim and Heidelberg in 2014 and 2015, presenting the experience of Hip Hop music as a driver for community transformation and social improvement aimed at the younger population. Participation included a collective musical creation and production experience, followed by virtual creative collaborations through the internet, in what was called the Bogota – Mannheim Hip Hop Linkup.

### Salvador (City of Music), 2017

Invitation of Salvador composer Julio Caldas as juror in the Bogota City of Music composition Prize 2017. Maestro Caldas evaluated the 45 submitted works, and attended in the final selection concert in Bogota, where three works were performed live before the jury, for final allocation of the Award.

Left: Bogota artist Icaro Zorbar in Bologna RoBot Festival

### Lyon (City of Media Arts), 2017

#### Exchange project 'Semana de Músicas Híbridas'

Developed as part of the Colombia - France Year 2017, the project involved the visit of a delegation of 30 participants, musicians, professionals, academics, researchers and government officials of each city to the partner city, seeking in depth experience and knowledge of aspects related to music creation, education, circulation, public policies, social and cultural action programs. The Lyon delegation visited Bogota for one week in April 2017, and the Bogota delegation visited Lyon for one week in October 2017. On behalf of Bogota, the project was run by the Bogota Arts Institute - Idartes, the institution that supports the City of Music program in the local government structure.

The exchange agenda included public performances of the four Lyon musical ensembles in Bogota, and the of the four Bogota ensembles in Lyon, in concerts open to the local public, in community and educational concerts, and in workshop - performances involving music students.



Professional and government delegates worked as a seminar, which included open conferences, round tables and visits to institutions, projects and production centers, for personal contact of the visitors with local actors leading relevant successful projects. The seminar was organized as the 2017 version of the Forum 'Pulsaciones', described in the previous section. The educational team agenda included visits and pedagogical workshops with education professionals of both cities, involving visiting musicians in cross-cultural music teaching and creation activities with local students. Finally, the project included a co-creation by Colombian and French musicians, which was presented in both cities.

Knowledge sharing objectives from Lyon to Bogota focused on Lyon's successful application of the national French label SMAC (Scènes de Musiques Actuelles), a program to support sustainability and cultural impact of innovative music creation and production centers, led by collectives of artists and musicians, strengthening a network of independent and active music centers covering the City's metropolitan area.

From Bogota to Lyon, experiences focused on programs for including culturally diverse expressions, music from migrating communities and their hybridations with urban music in the formal and non formal music education system, as well as experiences for empowerment of communities through cultural action programs that support active diffusion of these diverse expressions, allowing for their visibility and integration in the City's musical and cultural scene.





## Proposed action plan for the forthcoming mid-term period of four years:

### Projects aimed at achieving the objectives of the Network locally

#### Bogota Satellite Account for Culture and music economy information system

The project was started in 2016, by the Secretary of Culture, Recreation and Sport. Information sources have been identified and cooperation agreements developed. Stakeholders: Secretary of Culture, Recreation and Sports, DANE (National Statistic Department), Bogota Secretary of Economic Development, Bogota Chamber of Commerce. In four years the City expects to have full monitoring of the Creative Industries sectors, including music, performing arts, book publishing, audiovisual, design, heritage, visual arts and games. This research will allow better periodical monitoring of the City's creative economy, and will benefit government offices in charge of public policies for music, professional music associations, and economic agents of the creative sector in general.

#### Night time music census

As a complement of the economic statistics gathered through National Accounts and other formal sources, the measurement of the informal or non formal economy of live music in the City is a need. Following similar projects done by Australian, UK and US Cities, Bogota would start surveying live music venues for having a better understanding about the size and dynamism of night time music economy related to live music. Stakeholders: Idartes program DC en Vivo, Bogota Chamber of Commerce, Bogota Institute of Tourism, Asobares - National Bar Association. The Census will generate information for understanding and monitoring the night time economic activity related to music in venues and events, providing benefits for venue owners, promoters, musicians, audiences and tourists.

#### Building of new cultural infrastructure for music and the creative industries

Three major projects involving cultural infrastructure and music diffusion will be undertaken by the City in the next four years, led by the Secretary of Culture, Recreation and Sport and its adscribed Institutes. Other stakeholders include the Urban Renewal Office, Secretary of Economic Development, and private investors.

**Bronx Distrito Creativo** – Fundación Gilberto Alzate Avendaño, will recover one of the Army Headquarters buildings located in an area in deep need of urban renewal, close to the City's historical quarters, to be turned into a center for creative industries, as part of a 24 hectare urban renewal project.

**Auditorium for the Bogota Philharmonic Orchestra** - OFB (Orquesta Filarmónica de Bogotá). 6000 M2 building complex for the City Orchestra and its educational and artistic projects. Stakeholders: Secretary of Culture, Recreation and Sport, OFB and Universidad de los Andes, as private partner in the urban renewal project Triángulo de Fenicia. Main Hall of 800 seats, rehearsal halls and rooms, library and administrative spaces.

**Teatro El Ensueño**. 800 seat theater incorporated in one of the city's new public school buildings, in an area with the greatest deficit of cultural infrastructure. Stakeholders: Secretary of Culture, Recreation and Sport, Secretary of Education. The project tackles the concentration of cultural venues in the city's downtown area, will benefit local artists and cultural organizations, will open circulation possibilities for all the artists in the city to reach new audiences, and will provide access to high quality artistic performances for the 1'600.000 inhabitants of the surrounding districts of Ciudad Bolivar, Tunjuelito, Rafael Uribe and Bosa. The theater is currently under construction and is expected to be operating in early 2019.

### Projects aimed at achieving the objectives of the Network on an international level

#### Hosting an International Night Time Economy Convention

The Convention will follow the line of the Pulsaciones Forums, as a space for raising awareness of best practices surrounding night time economy, with particular focus on the Latin American region cities, inviting the cities of the UCCN Music Network to participate. Stakeholders include the Bogota Secretary of Culture, Recreation and Sport, the Bogota Arts Institute - Idartes, the Bogota Convention Bureau, consulting agency Sound Diplomacy, the Bogota Chamber of Commerce and Asobares, the National Bar Association.

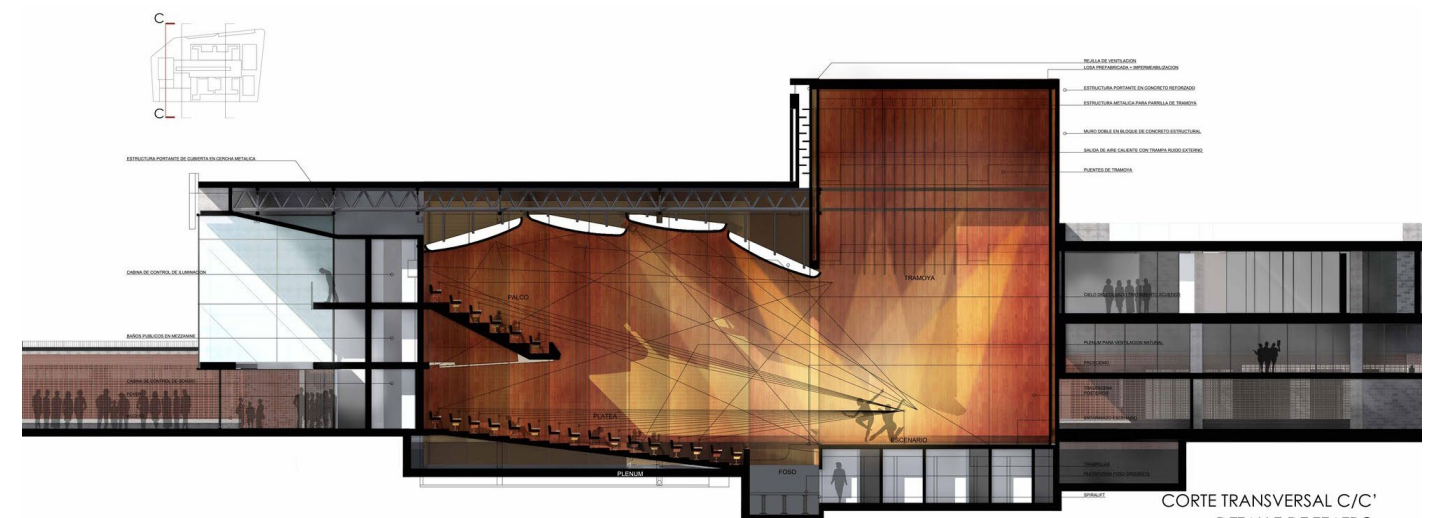
The initiative seeks positioning Bogota as a regional and global leader on the topic, providing valuable information and support to local initiatives on the subject.

#### Cooperation project with the City of Kingston for knowledge transfer around the creation of a Satellite Account for Culture

As stated before, Bogota and Kingston City Governments seek to develop a project of knowledge transfer for Bogota to support the implementation of a Culture Satellite Account in Kingston, to be delivered in a two year period after the next Binational Commission. Stakeholders include the Jamaica Ministry of Culture and Gender, the Colombian Presidential Agency for cooperation (APC), the Bogota Direction of International Relationships, DANE (Colombian National Statistical Department) and the Bogota Secretary of Culture, Recreation and Sports. The project will help involve Jamaica in the general regional effort to implement Satellite Accounts for Culture, in which Colombia has been a regional leader.

#### Hip Hop Linkup project with Music Cluster Cities

Collaboration project involving Hip Hop artists, cultural and social independent organizations and institutions, in an exchange of creation projects ranging from virtual remote co-creation projects aided by technology, to Symphony Orchestras performing with Hip Hop artists from participating cities. Stakeholders: Bogota Arts Institute - Idartes, Bogota Philharmonic Orchestra, Mannheim City of Music, Katowice City of Music.



Project for Teatro El Ensueño, Bogota. Section



## Estimated annual budget for implementing the proposed action plan

The City of Music program, hosted at present within the Bogota Arts Institute - Idartes, funds basic activities related to the design, implementation and articulation of public and private actors involved in the execution of the Music Plan, and the relationship with UCCN.

Agreed projects involve funding from a large number of stakeholders, some belonging to the City government. The estimated Budget details those actions run directly from the Bogota Arts Institute through the City of Music program, and includes a separate section for projects funded directly from other sources.

## Plan for communication and awareness

Being a city with a highly dynamic cultural and economical activity, Bogota's institutions and leading professional sectors are engaged in active city promotion on different lines. Effective communication of the City of Music and UCCN objectives and achievements implies a deep integration of the project into the City's main communication priorities and plans.

Even though the City of Music project was born from the City Marketing strategy and was one of the first and most successful exercises of the City Branding actions in the past years, there have been three successive modifications in the City Brand since the year of designation, which have not allowed a stable development of Brand awareness.

Yearly budget allocation for City of Music project		
Activity	Budget in US\$	Source
Pulsaciones Forum	20.000	Idartes
Grants for artists and agents	20.000	Idartes
Travel support for exchange programs	8.000	Idartes
Diffusion and communication	7.000	Idartes
UCCN Meetings Expenses	4.500	Idartes
Staff	20.000	Idartes

General budget for other institutional projects		
Night Time Economy Convention – 2018	70.000	Secretary of Culture / Idartes / BCC
Night Time Economy Census – 2018 – 2019	25.000	Idartes / BCC
Bogota Kingston Cooperation Project	15.000	Colombian National Cooperation Agency (APC)

General budget for infrastructure projects		
Bogota Philharmonic Orchestra building	30.000.000	Secretary of Culture / OFB / Private investors
Teatro El Ensueño	9.000.000	Secretary of Culture
Bronx Distrito Creativo	N.A.	ERU - Empresa de Renovación Urbana (Urban Renewal Office)

Bogota has been active in planning and developing the City of Music project strategic actions, with an important social and economic impact, but the project's communication actions still need further structuring and strengthening.

There is a high involvement of different actors working in an articulate way to fulfill the project (and the Network's- objectives), whose actions are now organized by a coherent plan that covers both the public and private sectors.

Therefore, actions for the next mid-term four year period give priority to building a solid branding and diffusion support to the project, working on the following lines:

- Strengthen articulation of the City of Music Brand to the City Branding Strategy.
- Design the Bogota City of Music communication strategy based on the City Music Plan, with specific lines for target audiences: citizens, professional sector, international audiences and tourism.
- Develop the branding strategy and brand use manual, for coherent use and higher impact of the strategy.
- Develop a centralized online communication channel and resource center.
- Develop a line of published material that will support the preserving and diffusion of the city's recent musical memory.



The present report has been prepared by Juan Luis Restrepo, City of Music Project in Music Direction of Idartes - Bogota Arts Institute, in cooperation with the Bogota Secretary of Culture, Recreation and Sports.

Above: Renders for Bronx Distrito Creativo project, Creative Industries District, Bogotá





*Ceferina Banquez, Colombia al Parque 2017*

